ESTTA Tracking number:

ESTTA560759 09/23/2013

Filing date:

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

### **Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Sac Aquisition LLC
Granted to Date of previous extension	09/22/2013
Address	700 Canal Street, 4th Floor Stamford, CT 06902 UNITED STATES

Attorney	Robyn L. Phillips
information	WORKMAN NYDEGGER
	60 East South Temple, Suite 1000
	Salt Lake City, UT 84111
	UNITED STATES
	rphillips@wnlaw.com Phone:801 533 9800

# **Applicant Information**

Application No	79107765	Publication date	03/26/2013
Opposition Filing Date	09/23/2013	Opposition Period Ends	09/22/2013
International Registration No.	1103170	International Registration Date	09/29/2011
Applicant	DE FURSAC 112, rue de Richelieu F-75002 FRANCE	2 PARIS	

## Goods/Services Affected by Opposition

### Class 018.

All goods and services in the class are opposed, namely: Goods of leather or imitations of leather, namely, bands of leather, imitation leather key chains, leather suitcases, leather boxes for storing greeting cards, leather credit card cases, leather credit card wallets, leather credit card holder, leather purses, leather shopping bags, leather shoulder belts; trunks and traveling bags; cases of leather or leatherboard; travel cases; attaché cases; briefcases; handbags; school satchels and school bags; game bags, namely, animal game bags, hunter's game bags; sling bags for carrying infants; rucksacks, backpacks; wheeled shopping bags; beach bags; traveling bags; garment bags for travel; bags for climbers; bags for campers; haversacks; tool bags sold empty; wallets; card holders, namely, credit card holders, business card holders in the nature of card cases, for wallets; change purses; pouches, namely, leather pouches, felt pouches, jewelry pouches, silk pouches, pouches for holding keys, ticket pouches; leather key cases; hat boxes of leather; boxes of leather or leatherboard; unfitted vanity cases; Leather traveling sets consisting of cosmetic bags sold empty, make-up bags sold empty, overnight bags sold empty, shaving bags sold empty, toiletry bags sold empty; covers for animals; animal skins, animal hides; trimmings of leather for furniture; leather for furniture; umbrellas, parasols and walking sticks; umbrella covers; umbrella rings; whips, harness and

### saddlery

#### Class 025.

All goods and services in the class are opposed, namely: Outerclothing for men, women and children, namely, top coats, leather coats, suit coats, sport coats, wind coats; underwear for men, women and children; clothing of leather and of imitation leather, namely, gaiters of leather, leather headwear, water repelling leather shoes and boots; fur clothing in the nature of cloaks; sportswear other than for diving, namely, shorts, shirts, sweaters, coats, stockings, jackets, jerseys, vests, pants; blousons; gabardines; raincoats; coats; mantillas; mittens; overcoats; trench coats; parkas; wraps; fur coats; saris; stuff jackets; suits; masquerade costumes; jackets; smocks; aprons; jumpsuits; crop tops; cardigans; pullovers; sweaters; Clothing in the form of knitwear, namely, bottoms, dresses, jackets, shirts, skirts, tops, caps, gloves, and underwear; tank tops; waistcoats; skirts; petticoats; trousers; dresses; saris; shirts; undershirts; henley shirts; sweatshirts; shorts; bermuda shorts; overcoats; ready-made clothing, namely, pants, shirts, dresses, suits, coats, jackets, belts, boots, shoes, skirts, slippers, vests, gloves, cloaks, muffs, stoles, sweaters; paper clothing, namely, paper hats for use as clothing items, paper shoes; muffs; pajamas; dressing gowns; peignoirs; pants, including bathing trunks; swimwear and beachwear; jerseys, swimsuits; bathrobes; slips; bodies in the nature of teddies; bustiers; underwear; knickers; briefs; brassieres; corsets; camisoles; girdles; stocking suspenders; socks; stockings; tights; bandanas in the nature of neckerchiefs; scarves; shawls; neckerchieves; mufflers; fur stoles; gloves; belts; braces; ties; bow ties; collar protectors; footed pajamas, brassieres, layettes; bibs, not of paper; nappies of textile materials for babies; babies' diapers of textile; shoes; footwear, including beach footwear; sports shoes; boots; ankle boots; wooden shoes; esparto shoes; sandals; bath sandals; slippers; bootees; headwear; hats; veils; caps; visors; berets; caps, including swimming caps; headbands for clothing; turbans

#### Class 035.

All goods and services in the class are opposed, namely: Advertising, including on-line advertising on a computer network; direct mail advertising including by electronic means; radio advertising; television advertising; organization of exhibitions and trade fairs for commercial or advertising purposes; sales promotion for others; window dressing and display arrangement services; demonstration of goods; distribution of samples; goods import-export agencies; modelling agencies, namely selection, recruitment and placement of models; organization of promotional and advertising operations to obtain customer and personnel loyalty; presentation of goods on all means of communication for retail sale; bringing together for the benefit of others and enabling customers to conveniently view and purchase goods, excluding the transport thereof, all in the field of soaps, perfumery, cosmetic preparations for skin care, cosmetic sun-tanning preparations, hair lotions. mousses and balms for hair care, gels and waxes for the hair, shaving preparations, after-shave lotions, deodorants for personal use, cosmetic sets, of clothing, footwear and headgear, fabrics for textile use, tablecloths, bed covers, soft furnishings, upholstery fabrics, furniture coverings of textile or of plastic, labels of cloth, hat linings, of textile, canvas for tapestry or embroidery, traced cloths for embroidery, non-woven textile fabrics, knitted fabric, woollen cloth, linen cloth and jute fabric, cotton fabrics, silk cloth, crepe fabric, crepon, woollen fabric, textile linings, moleskin fabric, flannel fabric, iersey fabric, taffeta cloth, tulle, velvet, damask, frieze cloth, plastic materials for use as substitutes for fabrics, elastic woven material, fiberglass fabrics for textile use, fabric of imitation animal skins, buttons, hooks and eyes, pins and needles, embroidered festoons, decorations for textile articles for haberdashery, badges for wear, not of precious metal, hat ornaments, not of precious metal, cords for clothing, fastenings for clothing, shoe buckles, buckles, belt clasps, clasps for bags, trunks, suitcases, attaché cases, traveling bags, pocket wallets, purses, necklaces, rings, bracelets, cufflinks, earrings, watches, spectacles, sunglasses, furniture, armchairs, sofas, mirrors, picture frames, figurines, statuettes, statues, works of art, non-electric household or kitchen utensils and containers, tableware of glass, porcelain and earthenware, tableware, not of precious metal, vases, candelabra, chandeliers and candlesticks not of precious metal, toilet cases and utensils, toilet brushes, comb cases, shaving brushes, shaving brush stands, soap boxes, flasks, bottles, demijohns, crocks, jugs not of precious metal, decanters, perfume burners, perfume sprayers and vaporizers, table linen, bath linen, bed linen, appliances for gymnastics, sports clothing, bags for sports, books, paper sheets, writing or drawing books, note books, pens; retail store services and wholesale store services featuring soaps, perfumery, cosmetic preparations for skin care, cosmetic sun-tanning preparations, hair lotions, mousses and balms for hair care, gels and waxes for the hair, shaving preparations, after-shave lotions, deodorants for personal use, cosmetic sets, of clothing, footwear and headgear, fabrics for textile use, tablecloths, bed covers, soft furnishings, upholstery fabrics, furniture coverings of textile or plastics, labels of cloth, hat linings of textile, canvas for

tapestry or embroidery, traced cloths for embroidery, non-woven textile fabrics, knitted fabric, woollen cloth, linen cloth and jute fabric, cotton fabrics, silk cloth, crepe fabric, crepon, woollen fabric, textile linings, moleskin fabric, flannel fabric, jersey fabric, taffeta cloth, tulle, velvet, damask, frieze cloth, plastic materials for use as substitutes for fabrics, elastic woven material, fiberglass fabrics for textile use, fabric of imitation animal skins, buttons, hooks and eyes, pins and needles, embroidered festoons, decorations for textile articles for use in haberdashery, badges for wear, not of precious metal, hat ornaments, not of precious metal, cords for clothing, fastenings for clothing, shoe buckles, clothing accessories in the nature of buckles, belt clasps, clasps for bags, trunks, suitcases, attaché cases, traveling bags, pocket wallets, purses, necklaces, rings, bracelets, cufflinks, earrings, watches, spectacles, sunglasses, furniture, armchairs, sofas, mirrors, picture frames, figurines, statuettes, statues, works of art, non-electric household or kitchen utensils and containers, tableware of glass, porcelain and earthenware, tableware, not of precious metal, vases, candelabra, chandeliers and candlesticks not of precious metal, toilet cases and utensils, toilet brushes, comb cases, shaving brushes, shaving brush stands, soap boxes, flasks, bottles, demijohns, crocks. jugs not of precious metal, decanters, perfume burners, perfume sprayers and vaporizers, table linen, bath linen, bed linen, appliances for gymnastics, sports clothing, bags for sports, books, paper sheets, writing or drawing books, note books, pens

### **Grounds for Opposition**

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3035784	Application Date	01/13/2005
Registration Date	12/27/2005	Foreign Priority Date	NONE
Word Mark	LOVESAC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 1998/10/31 First Use In Commerce: 1998/10/31 Furniture Class 025. First use: First Use: 1998/10/31 First Use In Commerce: 1998/10/31 Clothing, namely t-shirts, shirts, sweatshirts, jackets, pants, sweatpants, robes, wristbands, sweatbands, hats, caps, beanies Class 035. First use: First Use: 1998/10/31 First Use In Commerce: 1998/10/31 Retail furniture stores; retail clothing stores		

U.S. Registration No.	3035785	Application Date	01/13/2005
Registration Date	12/27/2005	Foreign Priority Date	NONE
Word Mark	LOVESAC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Use: 1998/10/31 First Use In Commerce: 1998/10/31 Furniture Class 025. First use: First Use: 1998/10/31 First Use In Commerce: 1998/10/31 Clothing, namely, t-shirts, shirts, [ sweatshirts, jackets, pants, sweatpants, robes, wristbands, sweatbands, ] hats, caps [, beanies ]		

İ	Class 035. First use: First Use: 1998/10/31 First Use In Commerce: 1998/10/31		
	Retail furniture stores; retail clothing stores		
	Trotal farmare clores, rotal clothing clores		
U.S. Registration No.	2659121	Application Date	01/22/2002
Registration Date	12/10/2002	Foreign Priority Date	NONE
Word Mark	LOVESAC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 020. First use: First Us	e: 1998/10/31 First U	se In Commerce: 1998/10/31
	soft, frame less furniture, nan	nely large beanbags f	for sitting or reclining
IIO Desistantis	I 0044400	I A P C D . ( .	T 04/00/0000
U.S. Registration No.	3244136	Application Date	01/06/2006
Registration Date	05/22/2007	Foreign Priority Date	NONE
Word Mark	LOVESAC		
Design Mark			
Description of Mark	NONE		
	Pillows Class 024. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Bedding, namely blankets and blanket throws		
	Class 024. First use: First Us		se In Commerce: 2005/08/00
U.S. Registration	Class 024. First use: First Us		se In Commerce: 2005/08/00 09/29/2004
•	Class 024. First use: First Us Bedding, namely blankets an	d blanket throws	
No.	Class 024. First use: First Us Bedding, namely blankets an 3028008	Application Date  Foreign Priority	09/29/2004
No. Registration Date	Class 024. First use: First Us Bedding, namely blankets an 3028008	Application Date  Foreign Priority	09/29/2004
No. Registration Date Word Mark	Class 024. First use: First Us Bedding, namely blankets an 3028008	Application Date  Foreign Priority	09/29/2004
No. Registration Date Word Mark Design Mark Description of	Class 024. First use: First Us Bedding, namely blankets an  3028008  12/13/2005  SAC  NONE	Application Date  Foreign Priority Date  e: 1999/04/27 First U	09/29/2004  NONE  se In Commerce: 1999/04/27
No. Registration Date Word Mark Design Mark Description of Mark	Class 024. First use: First Us Bedding, namely blankets an  3028008  12/13/2005  SAC  NONE  Class 020. First use: First Us	Application Date  Foreign Priority Date  e: 1999/04/27 First U	09/29/2004  NONE  se In Commerce: 1999/04/27
No. Registration Date Word Mark Design Mark Description of Mark Goods/Services U.S. Registration	Class 024. First use: First Us Bedding, namely blankets an  3028008  12/13/2005  SAC  NONE  Class 020. First use: First Us Furniture; foam-filled chairs;	Application Date  Foreign Priority Date  e: 1999/04/27 First U	09/29/2004  NONE  se In Commerce: 1999/04/27 furniture
No. Registration Date Word Mark Design Mark Description of Mark Goods/Services U.S. Registration No.	Class 024. First use: First Us Bedding, namely blankets an  3028008  12/13/2005  SAC  NONE  Class 020. First use: First Us Furniture; foam-filled chairs; 1	Application Date  Foreign Priority Date  e: 1999/04/27 First Uframeless foam-filled  Application Date  Foreign Priority	09/29/2004  NONE  se In Commerce: 1999/04/27 furniture  04/06/2005
No. Registration Date  Word Mark Design Mark Description of Mark Goods/Services  U.S. Registration No. Registration Date	Class 024. First use: First Us Bedding, namely blankets an  3028008  12/13/2005  SAC  NONE  Class 020. First use: First Us Furniture; foam-filled chairs; 1  3134349  08/22/2006	Application Date  Foreign Priority Date  e: 1999/04/27 First Uframeless foam-filled  Application Date  Foreign Priority	09/29/2004  NONE  se In Commerce: 1999/04/27 furniture  04/06/2005
No. Registration Date  Word Mark Design Mark Description of Mark Goods/Services  U.S. Registration No. Registration Date  Word Mark	Class 024. First use: First Us Bedding, namely blankets an  3028008  12/13/2005  SAC  NONE  Class 020. First use: First Us Furniture; foam-filled chairs; 1  3134349  08/22/2006	Application Date  Foreign Priority Date  e: 1999/04/27 First Uframeless foam-filled  Application Date  Foreign Priority	09/29/2004  NONE  se In Commerce: 1999/04/27 furniture  04/06/2005
No. Registration Date  Word Mark Design Mark Description of Mark Goods/Services  U.S. Registration No. Registration Date  Word Mark Design Mark Description of	Class 024. First use: First Us Bedding, namely blankets an  3028008  12/13/2005  SAC  NONE  Class 020. First use: First Us Furniture; foam-filled chairs; foam-filled	Application Date  Foreign Priority Date  e: 1999/04/27 First Uframeless foam-filled  Application Date  Foreign Priority Date	09/29/2004  NONE  se In Commerce: 1999/04/27 furniture  04/06/2005

U.S. Registration No.	3168632		Application Date	12/28/20	005
Registration Date	11/07/20	06	Foreign Priority Date	NONE	
Word Mark	SUPERSAC				
Design Mark					
Description of Mark	NONE				
Goods/Services	Class 02 Furniture		e: 2002/02/00 First U	se In Comi	merce: 2002/02/00
U.S. Registration No.	3168678	;	Application Date	01/06/20	006
Registration Date	11/07/20	06	Foreign Priority Date	NONE	
Word Mark	MOVIES	AC	•	•	
Design Mark					
Description of Mark	NONE				
Goods/Services		Class 020. First use: First Use: 2005/04/00 First Use In Commerce: 2005/04/00 Furniture; pillows			merce: 2005/04/00
U.S. Application	8540400	<u> </u>	Application Date	08/22/20	111
No.		<b>-</b>		00/22/20	, 1 1
Registration Date	NONE		Foreign Priority Date	NONE	
Word Mark	LOVESAC				
Design Mark					
Description of Mark	NONE	NONE			
Goods/Services	Bags, na	mely handbags; Duf	e: 2005/12/31 First U fle bags; Handbags; kpacks; Shoulder Ba	Shopping E	Bags, namely
U.S. Application/ Registration No.		NONE	Application Date		NONE
Registration Date		NONE			
Word Mark		COMFORTSAC			
Goods/Services		Furniture			
U.S. Application/ Registration No.	NONE		Application Date		NONE
Registration Date	NONE				
Word Mark		COOLSAC			
Goods/Services		Furniture			
U.S. Application/ Registration No.		NONE	Application Date		NONE
Registration Date		NONE			

Word Mark	CHILLSAC		
Goods/Services	Furniture		
	Lucus		Lyous
U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	PETSAC		
Goods/Services	Furniture		
U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	LIKESAC		
Goods/Services	Furniture		
U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	ANIMALSAC		
Goods/Services	Furniture		
U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE	•	•
Word Mark	GAMESAC		
Goods/Services	Furniture		

## **Certificate of Service**

15605 151 Notice of Opposition.pdf(28925 bytes)

Attachments

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Robyn L. Phillips/
Name	Robyn L. Phillips
Date	09/23/2013

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of: Trademark Application Serial No. 79/107,765 Published in the Official Gazette of March 26, 2013, at TM 24

Filed: September 29, 2011

International Classes: 003, 018, 025, 035

Mark: **DE FURSAC** 

SAC ACQUISITION, LLC.,
Opposer,
v.
NOTICE OF OPPOSITION

DE FURSAC,
Applicant.

Opposer Sac Acquisition, LLC, a limited liability corporation of Delaware with a principle place of business at 700 Canal Street, 4<sup>th</sup> Floor, Stamford, Connecticut 06902, believes that it will be damaged by registration of the mark shown in United States Trademark Application Serial No. 79/107,765, in International Classes 018, 025, and 035, and hereby opposes the same. The grounds for the opposition are as follows:

1. Upon information and belief, De Fursac ("Applicant") is a French corporation having an address of 112, rue de Richelieu F-75002 Paris, France. Applicant seeks to register the mark "DE FURSAC" as a trademark in International Classes 003, 018, 025, and 035, as evidenced by the publication of such mark in the Official Gazette on TM 24 of the March 26, 2013 issue. Applicant's goods and services identified in United States Trademark Application

Serial No. 79/107,765, in International Classes 018, 025, and 035 are listed in Exhibit A attached hereto.

- 2. Applicant filed its application for registration for such mark under 15 U.S.C. § 1141(f) on September 29, 2011, and received an application serial number of 79/107,765.
- 3. For many years and long prior to the effective filing date of the subject application, Sac Acquisition, LLC and its predecessors in interest (collectively referred to herein as "Sac Acquisition") have been engaged in the development, manufacture and sale of a variety of goods and services, including various kinds of furniture, bags, clothing, headgear, and retail store services, all offered and sold in interstate commerce throughout the United States and the world, in association with the registered, pending, and common law trademarks of Sac Acquisition. The goods and services offered by Sac Acquisition in association with such registered, pending, and common law marks are such that the consuming public will likely be confused as to the source of the goods offered by Applicant.
- 4. Sac Acquisition is the owner of the following relevant United States trademark registrations which have duly and legally issued by the United States Patent and Trademark Office:

Registration No.	Mark	Goods and Services
3,035,784	LOVESAC	Clothing, i.e. t-shirts, shirts, sweatshirts, jackets, pants, sweatpants, robes, wristbands, sweatbands, hats, caps, beanies (International Class 25); Retail furniture stores, retail clothing stores (International Class 35); Furniture (International Class 20).
3,035,785	LOVESAC & DESIGN	Clothing, i.e. t-shirts, shirts, sweatshirts, jackets, pants, sweatpants, robes, wristbands, sweatbands, hats, caps, beanies (International Class 25); Retail furniture stores, retail clothing stores (International Class 35); Furniture (International Class 20).

2,659,121	LOVESAC	Soft, frameless furniture, namely large beanbags for sitting or reclining (International Class 20).
3,244,136	LOVESAC	Pillows (International Class 20); Bedding (International Class 24).
3,028,008	SAC	Furniture; foam-filled chairs; frameless foam-filled furniture (International Class 20);
3,134,349	SACTIONALS	Furniture (International Class 20).
3,168,632	SUPERSAC	Furniture; pillows (International Class 20).
3,168,678	MOVIESAC	Furniture; pillows (International Class 20).

- 5. Since the date of issuance of the above registrations, the marks have been continuously used in interstate commerce. Since the issuance of these trademark registrations, notice has been given to the public that the marks are registered trademarks by affixing notice provided in 15 U.S.C. § 1111.
- 6. Sac Acquisition is also the owner of the following trademark application which is pending at the United States Patent and Trademark Office:

Serial No.	Mark	Goods and Services
85/404,004	LOVESAC	Bags; Duffle bags; Handbags; Shopping Bags; Backpacks; Shoulder Bags; Tote Bags. (International Class 18).

7. In addition, prior to the effective filing date of the subject application, Sac Acquisition has developed and used a family of trademarks incorporating the word "SAC" in association with, on or in connection with various goods and services, including furniture, bags, clothing, headgear, and retail stores, in association with the registered, pending, and common law trademarks of Sac Acquisition in interstate commerce throughout the United States, including but not limited to:

LOVESAC
LOVESAC with design
LOVESAC LIFE
SAC
SUPERSAC
COMFORTSAC
COOLSAC
CHILLSAC
GAMESAC
PETSAC
LIKESAC
ANIMALSAC
MOVIESAC

- 8. For many years and long prior to the effective filing date of the subject application, Sac Acquisition has continuously used its "SAC" marks in interstate commerce.
- 9. Sac Acquisition's "SAC" marks are distinctive and serve as a unique designation of origin with respect to goods and services offered by Sac Acquisition.
- 10. In addition to the rights inherent in each of the "SAC" marks, Sac Acquisition has also acquired broader rights to the "SAC" marks as a family of marks.
- 11. Sac Acquisition has used its registered, pending and common law trademarks in its "SAC" family of marks to distinguish its goods and services from all other goods and services of the same type. The "SAC" marks owned by Sac Acquisition are distinctive and serve as a unique designation of origin with respect to the goods and services offered by Sac Acquisition. In addition, since long prior to the effective filing date of the subject application, Sac Acquisition has acquired substantial goodwill in its "SAC" family marks and names through use thereof under 15 U.S.C. § 1125(a).
- 12. Since Sac Acquisition's initial use of its various "SAC" marks, Sac Acquisition has made a substantial investment in marketing and promoting its goods and services under its "SAC family of marks. Sac Acquisition has extensively used, advertised, promoted and offered for sale goods and services in association with its "SAC" marks with the result that Sac Acquisition's customers and the general public have come to know and recognize Sac

Acquisition's "SAC" marks and that the public associates these marks with Sac Acquisition and/or its goods and services. Sac Acquisition has built up extensive goodwill with the sale of goods and services under its various "SAC" marks.

- 13. Notwithstanding the inherent distinctiveness of its "SAC" marks, said "SAC" marks have also acquired secondary meaning to the public indicating Sac Acquisition as the source of goods and services bearing any of Sac Acquisition's "SAC" marks.
- 14. Applicant's mark wholly incorporates Sac Acquisition's trademark "SAC" and the "sac" portion of Applicant's mark is identical in sound, spelling, and appearance to the "SAC" portion of Sac Acquisition's "SAC" marks. The mark proposed for registration by Applicant, namely "DE FURSAC", is applied to goods and services that are closely related, and in some cases identical, to the goods and services provided by Sac Acquisition under its "SAC" marks. Applicant's mark coupled with the goods and services for which registration is sought so nearly resembles one or more of Sac Acquisition's "SAC" marks used on similar goods and services, so as to be likely to be confused therewith and mistaken therefore and to confuse, mislead and deceive the consuming public as to the source or origin of Applicant's goods and services.
- 15. A likelihood of confusion in the marketplace exits between Sac Acquisition's "SAC" trademarks and Applicant's trademark when applied to the goods and services of the respective parties.
- 16. Registration of Applicant's trademark will result in damage to Sac Acquisition's trademarks and Sac Acquisition's business.
- 17. If Applicant is permitted to register its mark for its goods and services as specified in the application herein opposed, such use and registration would result in confusion in the trade by reason of the similarity between Applicant's mark and one or more of Sac Acquisition's "SAC" marks, thereby damaging and injuring Sac Acquisition. Any such confusion may result in the loss of business to Sac Acquisition. Furthermore, any defect, objection or fault found with Applicant's goods and services marketed under the "DE FURSAC" mark may reflect upon and

injure the reputation which Sac Acquisition has established for its goods and services in

association with one or more of Sac Acquisition's "SAC" marks.

18. If Applicant is granted the registration in the classes of goods and services herein

opposed, it would thereby obtain at least a prima facie exclusive right to the use of its mark.

Such registration would be a further source of damage to Sac Acquisition.

19. In view of the forgoing, Applicant is not entitled to federal registration of its

claimed mark because Applicant's mark as used upon the identified goods and services being

opposed is not entitled to protection. Further, Applicant does not have a right to exclusive use of

said mark in commerce on Applicant's goods and services opposed herein. Applicant's claimed

mark does not and cannot function to identify such goods and services and to distinguish them

from goods and services offered by Sac Acquisition.

WHEREFORE, Sac Acquisition requests that the registration sought by Applicant be

refused and that this Opposition be sustained.

The fee required under 37 C.F.R. § 2.6(17) is submitted herewith.

DATED this 23<sup>rd</sup> day of September, 2013.

Respectfully submitted,

/Robyn L. Phillips/

Robyn L. Phillips, Reg. No. 39,330

WORKMAN | NYDEGGER

60 East South Temple, Suite 1000

Salt Lake City, Utah 84111

Telephone: (801) 533-9800

Fax: (801) 328-1707

Attorney for Opposer

Sac Acquisition, LLC

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### **CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and correct copy of the foregoing **NOTICE OF OPPOSITION** was served on Applicant by mailing a true copy thereof to its attorney of record, by First Class Mail, postage prepaid this 23rd day of September, 2013, in an envelope addressed as follows:

Steven J. Solomon Micahel W. Garvey PEARNE & GORDON LLP 1801 East 9<sup>th</sup> Street, Suite 1200 Cleveland, OH 44114-3108

/Rob	yn L.	Philli	ps/

### **EXHIBIT A**

I.C. 018 - Goods of leather or imitations of leather, namely, bands of leather, imitation leather key chains, leather suitcases, leather boxes for storing greeting cards, leather credit card cases, leather credit card wallets, leather credit card holder, leather purses, leather shopping bags, leather shoulder belts; trunks and traveling bags; cases of leather or leatherboard; travel cases; attaché cases; briefcases; handbags; school satchels and school bags; game bags, namely, animal game bags, hunter's game bags; sling bags for carrying infants; rucksacks, backpacks; wheeled shopping bags; beach bags; traveling bags; garment bags for travel; bags for climbers; bags for campers; haversacks; tool bags sold empty; wallets; card holders, namely, credit card holders, business card holders in the nature of card cases, for wallets; change purses; pouches, namely, leather pouches, felt pouches, jewelry pouches, silk pouches, pouches for holding keys, ticket pouches; leather key cases; hat boxes of leather; boxes of leather or leatherboard; unfitted vanity cases; Leather traveling sets consisting of cosmetic bags sold empty, make-up bags sold empty, overnight bags sold empty, shaving bags sold empty, toiletry bags sold empty; covers for animals; animal skins, animal hides; trimmings of leather for furniture; leather for furniture; umbrellas, parasols and walking sticks; umbrella covers; umbrella rings; whips, harness and saddler;

I.C. 025 - Outerclothing for men, women and children, namely, top coats, leather coats, suit coats, sport coats, wind coats; underwear for men, women and children; clothing of leather and of imitation leather, namely, gaiters of leather, leather headwear, water repelling leather shoes and boots; fur clothing in the nature of cloaks; sportswear other than for diving, namely, shorts, shirts, sweaters, coats, stockings, jackets, jerseys, vests, pants; blousons; gabardines; raincoats; coats; mantillas; mittens; overcoats; trench coats; parkas; wraps; fur coats; saris; stuff jackets; suits; masquerade costumes; jackets; smocks; aprons; jumpsuits; crop tops; cardigans; pullovers; sweaters; Clothing in the form of knitwear, namely, bottoms, dresses, jackets, shirts, skirts, tops, caps, gloves, and underwear; tank tops; waistcoats; skirts; petticoats; trousers; dresses; saris; shirts; undershirts; henley shirts; sweatshirts; shorts; bermuda shorts; overcoats; ready-made clothing, namely, pants, shirts, dresses, suits, coats, jackets, belts, boots, shoes, skirts, slippers, vests, gloves, cloaks, muffs, stoles, sweaters; paper clothing, namely, paper hats for use as clothing items, paper shoes; muffs; pajamas; dressing gowns; peignoirs; pants, including bathing trunks; swimwear and beachwear; jerseys, swimsuits; bathrobes; slips; bodies in the nature of teddies; bustiers; underwear; knickers; briefs; brassieres; corsets; camisoles; girdles; stocking suspenders; socks; stockings; tights; bandanas in the nature of neckerchiefs; scarves; shawls; neckerchieves; mufflers; fur stoles; gloves; belts; braces; ties; bow ties; collar protectors; footed pajamas, brassieres, layettes; bibs, not of paper; nappies of textile materials for babies; babies' diapers of textile; shoes; footwear, including beach footwear; sports shoes; boots; ankle boots; wooden shoes; esparto shoes; sandals, bath sandals; slippers; bootees; headwear; hats; veils; caps; visors; berets; caps, including swimming caps; headbands for clothing; turbans;

I.C. 035 - Advertising, including on-line advertising on a computer network; direct mail advertising including by electronic means; radio advertising; television advertising; organization of exhibitions and trade fairs for commercial or advertising purposes; sales promotion for others; window dressing and display arrangement services; demonstration of goods; distribution of samples; goods import-export agencies; modelling agencies, namely selection, recruitment and placement of models; organization of promotional and advertising operations to obtain customer and personnel loyalty; presentation of goods on all means of communication for retail sale. bringing together for the benefit of others and enabling customers to conveniently view and purchase goods, excluding the transport thereof, all in the field of soaps, perfumery, cosmetic preparations for skin care, cosmetic sun-tanning preparations, hair lotions, mousses and balms for hair care, gels and waxes for the hair, shaving preparations, after-shave lotions, deodorants for personal use, cosmetic sets, of clothing, footwear and headgear, fabrics for textile use, tablecloths, bed covers, soft furnishings, upholstery fabrics, furniture coverings of textile or of

plastic, labels of cloth, hat linings, of textile, canvas for tapestry or embroidery, traced cloths for embroidery, non-woven textile fabrics, knitted fabric, woollen cloth, linen cloth and jute fabric, cotton fabrics, silk cloth, crepe fabric, crepon, woollen fabric, textile linings, moleskin fabric, flannel fabric, jersey fabric, taffeta cloth, tulle, velvet, damask, frieze cloth, plastic materials for use as substitutes for fabrics, elastic woven material, fiberglass fabrics for textile use, fabric of imitation animal skins, buttons, hooks and eyes, pins and needles, embroidered festoons, decorations for textile articles for haberdashery, badges for wear, not of precious metal, hat ornaments, not of precious metal, cords for clothing, fastenings for clothing, shoe buckles, buckles, belt clasps, clasps for bags, trunks, suitcases, attaché cases, traveling bags, pocket wallets, purses, necklaces, rings, bracelets, cufflinks, earrings, watches, spectacles, sunglasses, furniture, armchairs, sofas, mirrors, picture frames, figurines, statuettes, statues, works of art, non-electric household or kitchen utensils and containers, tableware of glass, porcelain and earthenware, tableware, not of precious metal, vases, candelabra, chandeliers and candlesticks not of precious metal, toilet cases and utensils, toilet brushes, comb cases, shaving brushes, shaving brush stands, soap boxes, flasks, bottles, demijohns, crocks, jugs not of precious metal, decanters, perfume burners, perfume sprayers and vaporizers, table linen, bath linen, bed linen, appliances for gymnastics, sports clothing, bags for sports, books, paper sheets, writing or drawing books, note books, pens. retail store services and wholesale store services featuring soaps, perfumery, cosmetic preparations for skin care, cosmetic sun-tanning preparations, hair lotions, mousses and balms for hair care, gels and waxes for the hair, shaving preparations, aftershave lotions, deodorants for personal use, cosmetic sets, of clothing, footwear and headgear, fabrics for textile use, tablecloths, bed covers, soft furnishings, upholstery fabrics, furniture coverings of textile or plastics, labels of cloth, hat linings of textile, canvas for tapestry or embroidery, traced cloths for embroidery, non-woven textile fabrics, knitted fabric, woollen cloth, linen cloth and jute fabric, cotton fabrics, silk cloth, crepe fabric, crepon, woollen fabric, textile linings, moleskin fabric, flannel fabric, jersey fabric, taffeta cloth, tulle, velvet, damask, frieze cloth, plastic materials for use as substitutes for fabrics, elastic woven material, fiberglass fabrics for textile use, fabric of imitation animal skins, buttons, hooks and eyes, pins and needles, embroidered festoons, decorations for textile articles for use in haberdashery, badges for wear, not of precious metal, hat ornaments, not of precious metal, cords for clothing, fastenings for clothing, shoe buckles, clothing accessories in the nature of buckles, belt clasps, clasps for bags, trunks, suitcases, attaché cases, traveling bags, pocket wallets, purses, necklaces, rings, bracelets, cufflinks, earrings, watches, spectacles, sunglasses, furniture, armchairs, sofas, mirrors, picture frames, figurines, statuettes, statues, works of art, non-electric household or kitchen utensils and containers, tableware of glass, porcelain and earthenware, tableware, not of precious metal, vases, candelabra, chandeliers and candlesticks not of precious metal, toilet cases and utensils, toilet brushes. comb cases, shaving brushes, shaving brush stands, soap boxes, flasks, bottles, demijohns, crocks. jugs not of precious metal, decanters, perfume burners, perfume sprayers and vaporizers, table linen, bath linen, bed linen, appliances for gymnastics, sports clothing, bags for sports, books, paper sheets, writing or drawing books, note books, pens.